



LA Fashion District BID Board of Directors Meeting

Thursday, November 17, 2016 at 11:45 a.m.

110 E 9th Street, Suite A1175, Los Angeles, CA

AGENDA

- I. Public Comment
- II. Welcome & Introductions
- III. **ACTION ITEM:** Motion to Approve Minutes, Sept. 22, 2016 Attachment 1
- IV. Personnel Committee Report (15 minutes)
 - a. **ACTION ITEM:** Motion to Approve 2016 Holiday Bonus & 2017 Salaries
- V. Finance Report (30 minutes)
 - a. **ACTION ITEM:** Motion to Approve 2017 Annual Budget Attachment 2
 - b. **ACTION ITEM:** Motion to Approve 2017 Annual Planning Report to City of LA Attachment 3
- VI. Clean & Safe – Operations Report (5 mins)
 - a. RFP for Safety Services Update
 - b. **POSSIBLE ACTION ITEM:** Motion to Approve Negotiating New Contract
- VII. Image & Communications Report (5 mins)
 - a. Activating Public Space – Urban Dinner Recap
 - b. Enhancing the image of the District – Banners
 - c. Winter Wonderland on 11th Street
- VIII. BID Renewal (5 min)
 - a. **ACTION ITEM:** Motion to Approve Contract with Consultant Attachment 4
- IX. Executive Director’s Report (10 mins) Attachment 5
 - a. **ACTION ITEM:** Motion to Approve Hoxton Hotel Support Letter Attachment 6
 - b. Annual Meeting
 - c. Project Manager/Asst to the Exec. Director & Receptionist Attachment 7

The agenda and information materials are available for review in the BID office at the address below.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by Kent Smith at (213) 488-1153 x 712.



- d. Placemaking & space activation projects
 - e. Ordinance to allow sleeping in vehicles
 - f. Mobile Food Vending
- X. **Motion to Adjourn to Closed Session:** Update on litigation – Santiago, Puluc & Union Popular de Vendedores Ambulantes vs. City of Los Angeles, Fashion District BID and Officer Linton
- XI. New Business

**Next Board Meeting Date:
Board & Annual Meeting on December 15th at 11:30 at Ace Hotel**

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**LA Fashion District BID
Board of Directors Meeting Minutes
Thursday, September 22, 2016**

Board Members Present: Linda Becker, Mark Chatoff, Mark Cohen, Matthew Haverim, Steve Hirsh, Elisa Keller, Yul Kwon, Laurie Rosen, John van Den Akker, Debbie Welsch

Guest Present: Laurie Sale – SCS, Mike Berne – MJB Consulting, Jesus Hermosillo – Unite Here II, Joanna Amador & Arturo Gonzalez – Airbnb, Gary Benjamin – Hoxton Hotel

The meeting convened at 12:02 PM.

- I. **Public Comment:** None
- II. **Welcome & Introductions**
- III. **ACTION ITEM: Approval of Minutes August 18, 2016:** Laurie Rosen moved to approve the minutes. Debbie Welsch seconded. The motion was approved by a unanimous decision.
- IV. **Finance Report:** Jose Gonzalez and Mark Cohen reviewed the year to date financial report with the Board. BID Management will begin putting together the 2017 budget for presentation and possible approval at the next Board Meeting.
- V. **Clean & Safe – Operations Report:** Rena Leddy informed the Board that the Safe Team is back to staffing levels but we have been unhappy with the vendor so, the BID is preparing to go out for RFP. Interviews will be held in November and Board Members are urged to join the sub-committee that will carry out the interviews. On the Clean Team side of operations, a walkthrough of the Fashion District occurred to identify and strategize how to assist those areas requiring extra attention. To that end, we've hired two additional cleaners to work on details that are currently not being addressed.
- VI. **Image & Communications Report:** The Urban Dinner Party will be on October 20th from 6 pm – 9 pm with the location returning to the cul-de-sac directly in front of Santee Village. Ariana Gomez reported we are actively working on installing banners throughout the District. While this is an ongoing project, the goal is to have the banners in place for the holidays. Lastly, we are working on organizing a new Holiday campaign that would incorporate space activation on 11th Street between Santee and Maple. The campaign would occur every Saturday throughout the month of December. The aforementioned portion of 11th Street will be closed and transformed into a winter themed plaza for shoppers. We will have a Santa, seating, vendors, and family activities to encourage shoppers to extend their Fashion District trip.
- VII. **BID Renewal:** Linda Becker reported that she was selected to head the Renewal Committee which will begin actively working on renewal in January. In the meantime, the committee has started to contact consultants for service quotes and property owners who may be interested in joining the Renewal Committee.
- VIII. **Executive Director's Report:** Rena Leddy announced today was the deadline for property owners to express interest in running for a seat on the Board and eight candidates have volunteered and been vetted thus far. The candidates are as follows: Ashleigh Kaspszak, Mark Levy, Jessica Lewensztain, Darrel Malamut, John Remeny, Laurie Sale, Kayhan Shakib and Suzette Wachtel. Ballot packages will be created and distributed to all property owners on October 31st

and are due in office Dec 5th at 5 pm. The City is currently working on street “furniture” procurement for the Los Angeles Street Streetscape Project which is slated to begin in January. Trees will come down in the next couple of weeks. A more detailed timeline is being created for distribution. Rena Leddy met with City Council regarding the Mobile Food Vending District, and the feedback was receptive and positive. The next step is to set up a meeting with Book My Lot and BID Staff to create a more detailed proposal.

IX. Presentations

A. **AirBnB** will be hosting their annual Open Spotlight conference in the Fashion District on November 17th – 19th. The first two days programming will include panels, breakout sessions, and Ted talk style events held at the Ace Hotel and the Orpheum Theater. The last day will be a mini music festival headlined by Maroon 5. As a result, Spring & Main from 8th – 9th Street will be closed for festival use.

B. **Hoxton Hotel** is the project slated for the LA Transit Building which will be renovated to fit 174 hotel rooms. The European hotelier has planned for a basement, ground and rooftop bar. They are also looking to activate the back alley space for public use and would appreciate the support of the Fashion District. The Board will vote on this item at the next meeting.

C. **Retail Study Presentation:** Mike Berne presented his findings based on the retail study he conducted. The presentation is available upon request from Jasmine (jasmine@fashiondistrict.org), and a formal report will be distributed sometime in November.

X. New Business: None

Proposed 2017 Budget

11/17/2016

	% change '17 vs '16	2017 Budget	2016 Budget	9/30/2016 YTD Actual	2015 Budget	2015 Actual
REVENUES						
Assessment Revenue (Current Year Billed)	4%	\$ 3,299,759	\$ 3,170,853	\$ 2,378,139	\$ 3,044,225	\$ 3,044,516
Other Revenues:						
BID General Benefit Revenue (1)	-2%	75,479	76,735	56,609	73,670	107,109
Assessment Rev. (Prior Years' Asmnts, Interest, Penalties)	100%	10,000	5,000	24,952	5,000	9,889
Interest Income (Investments)	0%	6,000	6,000	13,863	6,000	15,059
Service Revenue (Broadway St. Plazas)	25%	39,851	32,000	-	-	-
Food Vendors Trash Pick-Up Revenue		-	-	720	-	2,220
Merchants Trash Pick-Up Revenue	0%	10,000	10,000	9,316	9,000	13,235
Other Revenue (Sponsorships / Website Advertising / Other)	-33%	16,300	24,300	14,789	300	22,247
Revenue from Disposal of Depreciated Equipment		-	-	1,833	-	9,600
Grants	0%	5,000	5,000	-	5,000	5,000
Subtotal - Other Revenue	2%	162,630	159,035	122,082	98,970	184,359
Subtotal - BID Revenues	4%	3,462,389	3,329,888	2,500,221	3,143,195	3,228,875
North Santee Alley - Billed Overlay Assessments	3%	278,801	270,681	237,920	231,382	231,382
North Santee Alley - General Benefit Revenue (1)	7%	6,978	6,550	6,978	5,599	12,577
South Santee Alley - General Benefit Revenue (pass-thru) (1)	-5%	6,534	6,886	6,534	5,166	11,700
South Santee Alley - Service Revenue (paid to BID)	5%	90,820	86,520	62,190	82,220	82,220
South Santee Alley - Billed Overlay Assessments (pass-thru)	8%	307,306	284,543	284,543	213,466	213,466
Subtotal - Overlay Revenues	5%	690,439	655,180	598,165	537,833	551,345
TOTAL REVENUES	4%	4,152,828	3,985,068	3,098,386	3,681,028	3,780,220
EXPENSES:						
Clean Programs	9%	1,733,950	1,597,600	1,135,375	1,663,200	1,498,647
Safe Programs	-3%	1,282,220	1,316,560	857,676	1,262,500	1,227,314
Communication Programs	9%	254,550	233,504	137,540	180,430	176,485
Special Projects	-39%	148,100	242,900	110,606	182,011	189,456
Management	-8%	239,895	259,454	160,771	246,870	226,960
City Fees, Delinquent Assmnts, Depreciation	-13%	197,900	227,300	159,512	205,020	198,845
BID Renewal		50,000	-	-	-	-
Subtotal - BID Expenses	1%	3,906,615	3,877,318	2,561,480	3,740,031	3,517,706
North Santee Alley - Expenses	5%	341,883	325,793	235,897	310,403	293,534
South Santee Alley - (Services paid to BID)	5%	90,820	86,520	62,190	82,220	82,220
South Santee Alley - General Benefit (pass-thru)	-5%	6,534	6,886	6,534	5,166	11,700
South Santee Alley - Expenses (pass-thru)	8%	307,306	284,543	284,543	213,466	213,466
Subtotal - Overlay Expenses	6%	746,543	703,742	589,164	611,255	600,920
TOTAL EXPENSES	2%	4,653,158	4,581,060	3,150,644	4,351,286	4,118,626
BUDGET SURPLUS / (DEFICIT)		\$ (500,330)	\$ (595,992)	\$ (52,258)	\$ (670,258)	\$ (338,406)
Allocation of Rollover Funds to Balance Budget						
BID (2)	-19%	\$ 444,226	\$ 547,430	61,259	\$ 596,836	\$ 288,831
North Santee Alley (3)	16%	56,104	48,562	(9,001)	73,422	49,575
Total - Allocation of Rollover Funds	-16%	\$ 500,330	\$ 595,992	52,258	\$ 670,258	\$ 338,406

Footnotes:

- (1): The 2.42% estimated General Benefit Component within the Service Programs are expected to be paid by the City of L.A.
- (2) Billed BID assessments are being supplemented by this allocation from roll-over unspent funds from prior years as dictated in the BID Management Plan.
- (3) Billed North Alley Overlay assessments are being supplemented by this allocation from roll-over unspent funds in reserve with DPOA.

CLEAN PROGRAMS												2017 Budget Notes	
Account Description	G/L #	% change '17 vs '16	2017 Budget	2016 Budget	9/30/2016 YTD Actual	2015 Budget	2015 Actual	2014 Actual					See Attachment #1 (P. 7)
Contract Labor (Clean Team)	4010	17%	1,322,000	1,133,000	849,991	1,092,000	986,062	923,249					Salary / Tax / Benefits / Workers' Comp Ins / Cell
District Field Supervisor	4010A	2%	73,700	72,000	51,085	70,000	72,115	69,727					Enforcement - illegal vendors
City/County Inspectors Svc	4011		-	-	-	16,000	-	17,807					Fuel/Maint/DMV reg for 5 vels
Auto Expense	4012	-29%	50,000	70,000	36,839	77,000	60,673	69,683					\$20k Gloves brooms, etc / \$30k trash liners
Equipment & Supplies	4014	-17%	50,000	60,000	41,919	62,000	49,162	75,972					F Office Pest control (in-house now)
Pest Control Service	4015		-	-	-	300	46	271					Insurance for 5 maint. vehicles
Auto Insurance	4016	6%	17,000	16,000	9,103	12,000	13,706	10,094					For Temant 8210-1525 sweeper/scrubber
Scrubber Maint - Noncontrac	4017A	20%	3,000	2,500	2,244	2,900	2,229	2,000					For 2 pressure washer machines on trailers
Pressure Washers' Maintenance	4018	-33%	4,000	6,000	1,620	3,200	6,399	3,924					3% rent increase per contract / \$3700 electricity
Rent/Utilities - Field Office	4020	3%	39,000	38,000	27,407	37,000	35,927	35,179					System maint/support/server hosting (18 % allocation)
Eponic System - Maint	4025	-25%	3,000	4,000	2,268	3,300	3,024	3,024					
Uniforms	4030	-20%	4,000	5,000	398	5,000	3,713	999					
Radio Repairs	4032	0%	1,000	1,000	1,005	1,000	894	1,478					
Tree Trimming	4035		-	-	-	85,000	83,150	-					Used to do every 2nd yr / Now will do every 3rd yr
Staff Salary/Tax/Benefit	4078	-9%	156,400	172,200	118,176	167,300	167,547	165,730					DPOA Staff Cost Allocation - See Attachment # 3 (P. 9)
Telephone/Fax/DSL/Cell Phc	4090	0%	2,700	2,700	1,946	2,500	2,484	2,336					50-50% split with Safety
Meetings	4175	0%	3,000	3,000	516	1,600	2,931	2,587					Holiday Lunch and Gifts for Clean Team / Ops Cmt Mtgs
Parking & Dumpsters Space	4205	3%	9,900	9,600	7,175	9,300	9,275	9,000					3% rent increase per contract / 50-50% split with Safety
Office Supplies	4600	-21%	1,100	1,400	500	1,400	1,042	857					
Trash Dump Fees	4610	-3%	116,000	120,000	77,588	122,000	114,178	109,866					assumed 5% lounge incr over 2015 & 5% price incr
Trash Roll-Offs Hauling Fees	4611	0%	22,000	22,000	12,152	24,000	18,116	21,449					assumed 4 Roll-Off per week & 5% price incr
Broadway Plants Replacement	4700		5,150	-	-	-	-	-					Broadway Plazas Plants Replacement
9th&Main Median - Elect/Ma	9984	0%	3,000	3,000	1,443	4,200	1,976	1,925					Electricity, rodent control, other maint.
Copier Maint Expense	4900	-100%	-	200	-	200	-	-					50-50% split with Safety
Sub-Total		8%	1,885,950	1,741,600	1,243,375	1,799,200	1,634,647	1,527,155					
Less: North Alley Cleaning Cost Budget		6%	(76,000)	(72,000)	(54,000)	(68,000)	(68,000)	(61,200)					
Less: South Alley Cleaning Cost Budget		6%	(76,000)	(72,000)	(54,000)	(68,000)	(68,000)	(61,200)					
Total		9%	1,733,950	1,597,600	1,135,375	1,663,200	1,498,647	1,404,755					

SAFE PROGRAMS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									</
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COMMUNICATION									
Account Description	G/L #	% change '17 vs '16	2017 Budget	2016 Budget	9/30/2016 YTD Actual	2015 Budget	2015 Actual	2014 Actual	2017 Budget Notes
Account Description	G/L #								DPOA Staff Cost Allocation - See Attachment # 3 (P. 9)
Staff Salary/Tax/Benefit	6078	-14.5%	129,600	151,500	104,663	143,300	143,135	138,845	Consumer Data & Market Strategy (\$39k from Board Reserve)
Professional Services	6095	0.0%	50,000	50,000	10,671	-	-	-	3% incr per contract / 50-50% split with Mgt
Office Lease - Adm Office	6120	3.0%	11,745	11,404	8,539	11,070	11,070	10,800	I&C Committee Meetings, CDA Conf, IDA Conf
Meetings/Conferences	6175	5.7%	3,700	3,500	3,391	3,000	3,404	3,472	25% allocation of postage meter system lease
Postage/Delivery	6180	-30.0%	105	150	78	200	105	151	Press display plaques
Awards	6181	0.0%	300	300	-	300	-	27	Newsletters / collaterals
Graphic Design	6250	0.0%	1,000	1,000	564	3,000	2,550	500	Social Media Promotions / Advertisement
User Comm./Advertisement	6310	0.0%	5,000	5,000	4,023	5,000	11,242	1,194	Business Survey (normally done every other year)
Business Survey	6312		30,000	-	-	-	-	25,900	20hrs a week x 45 weeks at min wage + parking
Student Interns	6315		12,900	-	-	-	-	-	New Map Guides (5k) / Annual Report & Mgt Invitations
Holiday Campaign	6360	0.0%	5,000	5,000	-	5,000	4,814	3,717	Printing, Mailing Svc for 3 newsletters
Collateral Support	6401	80.0%	3,600	2,000	-	3,000	965	1,274	Website maintenance & hosting / email / other
Newsletters - Printing	6501	-28.9%	3,200	4,500	2,647	5,200	2,315	3,950	LA Conv&Visitors Memb., others
Website Maintenance	6900	0.0%	12,000	12,000	8,854	14,000	11,480	14,019	Rolodex Cards / Letterhead / Mailing Labels
Dues/Subscriptions	6901	0.0%	600	600	400	1,000	528	410	Canon Agreement thru 2018 / 50-50% split with Mgt
Printing	6902	-40.0%	600	1,000	287	1,000	513	599	
Copier Maintenance	6904	4.0%	260	250	172	200	207	174	
Photography / Video	6981	0.0%	1,500	1,500	-	1,000	-	430	
Sub-Total		8.6%	271,110	249,704	144,290	196,270	192,325	205,462	
Less: N Alley Social Media Budget		2.2%	(8,280)	(8,100)	(3,375)	(7,920)	(7,920)	(7,680)	
Less: S Alley Social Media Budget		2.2%	(8,280)	(8,100)	(3,375)	(7,920)	(7,920)	(7,680)	
Total		9.0%	254,550	233,504	137,540	180,430	176,485	190,102	

SPECIAL PROJECTS									
Account Description	G/L #	% change '17 vs '16	2017 Budget	2016 Budget	9/30/2016 YTD Actual	2015 Budget	2015 Actual	2014 Actual	2017 Budget Notes
Account Description	G/L #								DPOA Staff Cost Allocation - See Attachment # 3 (P. 9)
Staff Salary/Tax/Benefit	9078	-31.7%	118,100	172,900	106,503	172,011	164,530	159,841	Banner install&maintn \$5k / Pedestrian Count \$1.5k
Special Projects	9980	-60.0%	20,000	50,000	2,075	-	-	-	Space Activation and Art
Space Activation	9981/6370	-50.0%	10,000	20,000	2,028	10,000	24,926	-	
Total		-39.0%	148,100	242,900	110,606	182,011	189,456	159,841	

MANAGEMENT			
Account Description	G/L #		
Legal/Audit	7035	% change 1/17 vs 1/16	2017 Budget
Computer Service/Repair	7036	-40%	21,000
Computer Hardware/Software	7037	-38%	2,000
Business Property Tax	7038	-31%	2,200
Furnishings / Office Equipment	7039	0%	1,000
Office Lease - Adm Office	7040	0%	1,000
Other Professional	7041	3%	11,745
Real Estate Data Update Svc	7042	0%	4,000
Temporary Help	7043	-5%	1,900
Recruitment Cost	7044	0%	1,500
Staff Salary/Tax/Benefit	7078	-50%	500
Telephone/Fax/DSL/Cell Phone	7078	3%	89,700
Meetings/Conferences	7150	-10%	7,500
Professional Development	7175	-11%	17,000
Postage/Delivery	7176	0%	500
Awards	7180	-17%	5,000
Copier Maintenance	7181	0%	500
Dues/Subscriptions	7900	0%	250
Printing	7901	0%	18,500
Office Supplies	7902	0%	3,000
Parking	7910	-17%	2,500
Other	7912	10%	7,600
Insurance - Liability & Property	7913	0%	1,000
Insurance - Workers Comp.	7950	0%	30,000
Insurance - D&O	7951	-13%	4,000
Insurance - Life	7952	-19%	6,000
Total	7953	-100%	-

2016 Budget	9/30/2016 YTD Actual
35,000	10,190
3,200	1,350
3,200	1,667
1,000	821
1,000	849
11,404	8,539
4,000	7,000
2,000	1,366
1,500	1,443
1,000	-
86,800	56,918
8,300	5,746
19,000	11,689
500	84
6,000	1,860
500	244
250	172
18,500	15,182
3,000	894
3,000	1,645
6,900	4,784
1,000	643
30,000	20,166
4,600	2,740
7,400	4,398
400	382
259,454	160,771

2015 Budget	2015 Actual
26,000	17,401
3,200	3,675
2,200	2,189
1,300	789
1,000	-
11,070	11,070
4,000	5,819
2,500	1,822
1,500	-
1,000	399
84,900	81,620
6,800	7,002
17,000	21,314
500	78
8,400	3,665
500	285
200	207
18,000	17,315
3,200	3,056
3,700	2,208
6,900	6,505
600	1,352
30,000	27,740
4,600	3,985
7,400	7,080
400	382
246,870	226,960

2014 Actual
11,428
1,706
695
920
305
10,800
858
1,822
-
25
79,824
6,791
16,177
31
5,032
-
174
18,097
2,441
1,781
5,296
1,229
27,941
4,097
6,927
382
204,778

2017 Budget Notes
Financial Audit \$11k / Legal Contingency \$10k
Computers & network maintenance
Accounting Program / Antivirus / Adobe Pro / other
County tax on business property
3% incr per contract / 50-50% split with Comm.
Other professional services
To keep Filemaker ownership database current
\$500 Contribution to BID Consortium Adm Asst / other
DPOA Staff Cost Allocation - See Attachment # 3 (P. 9)
Adm Office: Phones/Fax/Internet/Cell Phones
Board Meetings / IDA, CDA, Other Confs (for 2 ees)
Postage for Newsletters / Board Election / etc.
Board Members Service Recognition / other recognitions
Canon Agreement thru 2018 / 50-50% split with Mgmt
Incl: CCA, IDA, CDA, Treasures, Chamber, others
Board election packages / AP Checks / Business cards
For 5 staff - Adm. Office (assumed a 5% price incr)
Merrill Lynch Acct Annual Fee / other bank fees / misc other
Liability, Excess Liability and Property Ins
Rates have have decreased
Changed to a higher deductible, lower limit policy
For Executive Dir. Per contract

CITY FEES, UNCOLL ASSMNTS, DEPR

Account Description	G/L #	% change 17 vs 16	2017 Budget	2016 Budget	9/30/2016 YTD Actual	2015 Budget	2015 Actual	2014 Actual	2017 Budget Notes
Account Description									
City & County Processing Fee	8410	4%	33,500	32,300	24,197	31,120	30,978	31,117	1.0% of assessments city fee, plus nominal county fee
Delinquent Assessments ¹	8600	-11%	99,000	111,000	78,180	106,600	91,989	90,562	Assumed proj. uncollectable rate equal to 2015 actual = 3%
Depreciation ²	8991	-22%	65,400	84,000	56,683	67,300	75,879	58,163	
Loss on Fixed Asset Disposal	8993		-	-	452	-	-	-	
Total		-13%	197,900	227,300	159,512	205,020	198,845	179,842	

Note 1: Delinquent Assessments is not a cash expenditure; it is a cost allocation of estimated assessments that will not be collected

Note 2: Depreciation is not a cash outlay; it is a cost allocation of depreciable capital assets over their expected useful lives (this budget contributes to a replacement reserve)

BID RENEWAL									
Account Description	G/L #	% change 17 vs 16	2017 Budget	2016 Budget	9/30/2016 YTD Actual	2015 Budget	2015 Actual	2014 Actual	2017 Budget Notes
BID Renewal			50,000	-	-	-	-	-	Start Renewal (allocating 50% of Board Reserve)
Total			50,000	-	-	-	-	-	

NORTH Santee Alley Overlay									
Account Description	G/L #	% change 17 vs 16	2017 Budget	2016 Budget	9/30/2016 YTD Actual	2015 Budget	2015 Actual	2014 Actual	2017 Budget Notes
North Alley - Safety Exps	8013	5%	248,275	236,566	171,000	225,869	209,000	171,000	
North Alley - City Fee	8013A	3%	2,788	2,707	2,707	2,314	2,314	2,814	
Allocated costs from Clean/Safe/Comm.		5%	90,820	86,520	62,190	82,220	82,220	75,000	
Total		5%	341,883	325,793	235,897	310,403	293,534	248,814	See Attachment # 5 (P. 11)

SOUTH Santee Alley Overlay									
Account Description	G/L #	% change 17 vs 16	2017 Budget	2016 Budget	9/30/2016 YTD Actual	2015 Budget	2015 Actual	2014 Actual	2017 Budget Notes
South Alley Pass-Thru Expt	8015	8%	307,306	284,543	284,543	213,466	213,466	263,466	
Gen Benefit Pass-Thru	8015A	-5%	6,534	6,886	6,534	5,166	11,700	-	
Allocated costs from Clean/Safe/Comm.		5%	90,820	86,520	62,190	82,220	82,220	75,000	
Total		7%	404,660	377,949	353,267	300,852	307,386	338,466	See Attachment # 6 (P. 12)

Total Expenses (Including Overlays)	2%	\$ 4,653,158	\$ 4,581,060	\$ 3,150,644	\$ 4,351,286	\$ 4,118,626	\$ 3,869,043	
Total Expenses (W/Out Overlays)	1%	\$ 3,906,615	\$ 3,877,318	\$ 2,561,480	\$ 3,740,031	\$ 3,517,706	\$ 3,281,764	

Attachment # 1 (Clean Team Detail)

2017 BUDGET

Assumptions:

assumes 100% staffing level all year & same # of positions as 2016

Increased complement to 35 positions from 33 (added 2 sweeper positions to do detail work)

Minimum Wage eff 7/1/2016 = \$10.50/hr and eff 7/1/2017 = \$12.00/hr

assumes the continued absorption by DPOA of \$50,000 for Worker's Comp Ins cost increase and \$50,000 by Chrysalis

		January to June 2017 Rates				
POSITION	# of Positions	Pay Rate	Bill Rate	Hrs per Week	Weekly Total	6-Month Total
MANAGER/SUPERVISORS						
Project Manager	1	\$ 21.00	\$ 28.20	40	\$ 1,128	\$ 29,328
Staff Supervisor	1	\$ 14.00	\$ 21.66	40	\$ 866	\$ 22,526
Staff Supervisor	1	\$ 14.00	\$ 21.66	40	\$ 866	\$ 22,526
Supervisor Sick/Vaca Estimate		\$ 14.00	\$ 21.66	4.62	\$ 100	\$ 2,599
DRIVERS/LEADS						
Lead (graffiti/weeds)	1	\$ 11.50	\$ 17.65	40	\$ 706	\$ 18,356
Driver	5	\$ 11.50	\$ 17.65	200	\$ 3,530	\$ 91,780
Driver Asst	3	\$ 11.00	\$ 16.85	120	\$ 2,022	\$ 52,572
MACHINE OPERATORS						
Machine Operator	1	\$ 11.50	\$ 17.65	40	\$ 706	\$ 18,356
PRESSURE WASHERS						
Lead Pressure Washer	1	\$ 11.50	\$ 17.65	32	\$ 565	\$ 14,685
Pressure Washer Assistant	1	\$ 11.00	\$ 16.85	32	\$ 539	\$ 14,019
SWEEPERS						
Sweeper	20	\$ 10.50	\$ 16.04	800	\$ 12,832	\$ 333,632
TOTALS	35			1389	\$ 23,861	\$ 620,380

		July to December 2017 Rates				
POSITION	# of Positions	Pay Rate	Bill Rate	Hrs per Week	Weekly Total	6-Month Total
MANAGER/SUPERVISORS						
Project Manager	1	\$ 21.63	\$ 28.98	40	\$ 1,159	\$ 30,144
Staff Supervisor	1	\$ 15.50	\$ 23.98	40	\$ 959	\$ 24,939
Staff Supervisor	1	\$ 15.50	\$ 23.98	40	\$ 959	\$ 24,939
Supervisor Sick/Vaca Estimate		\$ 15.50	\$ 23.98	4.62	\$ 111	\$ 2,878
DRIVERS/LEADS						
Lead (graffiti/weeds)	1	\$ 13.00	\$ 19.95	40	\$ 798	\$ 20,748
Driver	5	\$ 13.00	\$ 19.95	200	\$ 3,990	\$ 103,740
Driver Asst	3	\$ 12.50	\$ 19.15	120	\$ 2,298	\$ 59,748
MACHINE OPERATORS						
Machine Operator	1	\$ 13.00	\$ 19.95	40	\$ 798	\$ 20,748
PRESSURE WASHERS						
Lead Pressure Washer	1	\$ 13.00	\$ 19.95	32	\$ 638	\$ 16,598
Pressure Washer Assistant	1	\$ 12.50	\$ 19.15	32	\$ 613	\$ 15,933
SWEEPERS						
Sweeper	20	\$ 12.00	\$ 18.33	800	\$ 14,664	\$ 381,264
TOTALS	35			1389	\$ 26,988	\$ 701,679

Total 2017 Budget (12-months)	\$ 1,322,059
--------------------------------------	---------------------

2016 Budget	\$	1,133,000
Increase \$	\$	189,059
Increase %		17%

Attachment # 2 (Safe Team)

2017 BUDGET

At the moment, we are budgeting the same amount that was budgeted for 2016 as a place holder - pending the RFP results. However, we feel confident that the 2016 amount will be sufficient to fund 2017.

We are assuming the same number of positions budgeted as for 2016, which is 24.

2017 Budget For DPOA Staff Salaries/Taxes/Benefits (Excl. Dist Field Supervisor)

	2017 Budget	2016 Budget
Salaries & Bonuses:		
Management Staff	\$ 313,300	\$ 410,825
Program Management Staff	\$ 231,300	\$ 220,575
Total Salaries & Bonuses	\$ 544,600	\$ 631,400
% Change	-13.7%	
PR Taxes & Benefits (Med, Dental & Vision Ins, SIMPLE IRA)	\$ 105,600	\$ 124,200
% Change	-15.0%	
Grand Total	\$ 650,200	\$ 755,600
% Change	-13.9%	

DPOA STAFF SALARIES/TAXES/BENEFITS (ALLOCATION %'S)

POSITION	CLEANING	SAFETY	COMM	MGMT	SPEC PROJ	TOTAL
EXEC. DIR.	20%	20%	20%	20%	20%	100%
PROJ MGR/EXE ASST	5%	5%	10%	10%	70%	100%
FINANCE MGR.	20%	20%	20%	20%	20%	100%
P/T RECEPTIONIST				100%		100%
MARKETING MGR.			80%		20%	100%
OPER. DIR.	50%	50%				100%
OPER. COORD.	50%	50%				100%

DPOA STAFF SALARIES/TAXES/BENEFITS (ALLOCATED)

POSITION	CLEANING	SAFETY	COMM	MGMT	SPEC PROJ	TOTAL
EXEC. DIR.	35,817	35,817	35,817	35,817	35,817	179,086
PROJ MGR/EXE ASST	3,200	3,200	6,399	6,399	44,795	63,993
FINANCE MGR.	20,869	20,869	20,869	20,869	20,869	104,347
P/T RECEPTIONIST	-	-	-	26,624	-	26,624
MARKETING MGR.	-	-	66,477	-	16,619	83,096
OPER. DIR.	62,262	62,262	-	-	-	124,524
OPER. COORD.	34,265	34,265	-	-	-	68,530
Total	156,413	156,413	129,562	89,710	118,101	650,200
Rounded	156,400	156,400	129,600	89,700	118,100	650,200

Attachment # 4

2017 Capital Equipment Budget

Replace 5 bicycles (purchased in 2011)	\$ 4,500
Replace 2007 Chevy Silverado - Graffiti Truck 2 (purchased 2010)	\$ 30,000
Add a "Detail Truck" with water tank	\$ 30,000
Total	\$ 64,500

Note 1:

These capital equipment purchases are allocated into the annual operating budgets via depreciation expense, which is done based on the estimated useful lives of the equipment.

2017 Budget - North Alley Overlay

Budget Items	% change '17 vs '16	2017 Annual Budget	2016 Annual Budget	2015 Annual Budget
Overlay Assessments (Billed) ^(Footnote A)	3.0%	\$ 278,801	\$ 270,681	\$ 231,382
General Benefit Funds ^(Footnote B)	6.5%	6,978	6,550	5,599
Total Revenue	3.1%	\$ 285,779	\$ 277,231	\$ 236,981
Off-Duty Officers	2.9%	\$ 181,167	\$ 176,039	\$ 181,350
Workers' Compensation Insurance	5.0%	\$ 10,500	\$ 10,000	\$ 17,343
Liability Insurance	-3.7%	\$ 15,000	\$ 15,578	\$ 15,578
Security Management (by DPOA)	1.9%	\$ 6,540	\$ 6,420	\$ 6,300
Cleaning Service (by DPOA)	5.6%	\$ 76,000	\$ 72,000	\$ 68,000
Utilities - 4 Outdoor Area Lighting	-23.3%	\$ 1,500	\$ 1,955	\$ 1,955
Marketing / Social Media (by DPOA)	77.3%	\$ 20,039	\$ 11,300	\$ 10,300
Contingency (Legal, Accounting, Banners, Radios)	0.2%	\$ 2,900	\$ 2,894	\$ 2,894
Cash Flow Reserve		\$ 21,849	\$ 23,000	\$ -
Parking Fees		\$ -	\$ -	\$ -
City Assessment Processing Fee	3.0%	\$ 2,788	\$ 2,707	\$ 2,314
Holiday Gifts	0.0%	\$ 1,000	\$ 1,000	\$ 2,000
Office Exps / Payroll Svc / Bank Charges	-10.3%	\$ 2,600	\$ 2,900	\$ 2,369
Total Expenses	4.9%	\$ 341,883	\$ 325,793	\$ 310,403
Budget Surplus / (Deficit)		\$ (56,104)	\$ (48,562)	\$ (73,422)

Allocation of Funds to Balance Budget

Overlay Funds (Rolled-Over) ^(Footnote C)

\$ 56,104

\$ 48,562

\$ 73,422

Footnotes:

Footnote (A): For 2015, the NA Overlay property owners approved a one-time \$50,000 assessment reduction to reduce retained funds

Footnote (B): Per the Management Plan, the estimated 2.42% General Benefit Component within the Service Programs needs to be funded with "non-assessment" funds (it is expected that the City will pay these funds).

Footnote (C): Billed overlay assessments are being supplemented by this allocation from rolled-over unspent funds

2017 Budget - South Alley Overlay

Budget Items	% change '15 vs '14	2017 Annual Budget	2016 Annual Budget	2015 Annual Budget
Overlay Assessments (Billed) ^(Footnote A)	8.0%	\$ 307,306	\$ 284,543	\$ 213,466
General Benefit Funds ^(Footnote B)	-5.1%	6,534	6,886	5,166
Total Revenues	7.7%	\$ 313,840	\$ 291,429	\$ 218,632
Off-Duty Officers	2.9%	181,167	176,039	181,350
Workers' Compensation Insurance	4.2%	12,500	12,000	13,803
Liability Insurance	-3.8%	15,000	15,591	15,591
Security Supervision (by DPOA)	1.9%	6,540	6,420	6,300
Cleaning Service (by DPOA)	5.6%	76,000	72,000	68,000
Restroom Rental	0.0%	6,000	6,000	6,000
Utilities - 4 Outdoor Area Lighting	0.3%	2,300	2,292	2,292
Marketing / Social Media (by DPOA)	46.2%	16,518	11,300	10,300
Contingency (Legal, Accounting, Radios)	-13.3%	2,600	3,000	7,360
Cash Flow Reserve	641.9%	24,000	3,235	-
City Assessment Processing Fee	8.0%	3,073	2,845	2,135
Holiday Gifts	0.0%	1,000	1,000	2,000
Office Exps / Payroll Svc / Bank Charges	3.4%	3,000	2,900	2,900
Total Expenses	11.1%	\$ 349,698	\$ 314,622	\$ 318,031
Budget Excess / (Shortfall)		\$ (35,858)	\$ (23,193)	\$ (99,399)

Allocation of Funds to Balance Budget

Overlay Funds (Rolled-Over) ^(Footnote C)

\$ 35,858

\$ 23,193

\$ 99,399

Footnotes:

Footnote (A): For 2015, the SA Overlay property owners approved a one-time \$50,000 assessment reduction to reduce retained funds

Footnote (B): Per the Management Plan, the estimated 2.42% General Benefit Component within the Service Programs needs to be funded with "non-assessment" funds (it is expected that the City will pay these funds).

Footnote (C): Billed overlay assessments are being supplemented by this allocation from rolled-over unspent funds

Attachment # 7

2017 Budget (Vs.) Management District Plan

Program Budget Categories	% of 2017 Budget	2017 Budget	Budget per 5-year Mgt Dist Plan	% of Mgt Dist Plan Budget
<u>Clean & Safe</u>				
Clean Programs	38%	\$ 1,733,950		
Safe Programs	28%	1,282,220		
Sub-Total	66%	3,016,170	\$ 3,102,014	66%
<u>Communication</u>				
Communication	6%	254,550		
Special Projects	3%	148,100		
Sub-Total	9%	402,650	410,148	9%
<u>Management / City Fees / Del. Asmnts</u>				
BID Renewal	1%	50,000		
Management	5%	239,895		
City Fees	1%	33,500		
Depreciation	1%	65,400		
Delinquent Assessments	2%	99,000		
Sub-Total	11%	487,795	504,502	11%
<u>Santee Alleys</u>				
North Alley Overlay	7%	341,883		
South Alley Overlay (1)	8%	349,698		
Sub-Total	15%	691,581	703,373	15%
Total	100%	\$ 4,598,196	\$ 4,720,037	100%

Note 1:

This is the actual 2017 expense budget for the South Alley Overlay (for purposes of comparing to the Management Plan's Projected Budget) / on the Summary page and detail we list the transactions that that actually flow thru DPOA's books since the South Alley receives and disburses all their overlay funds independently from DPOA.

Fashion District Business Improvement District

2017 Annual Planning Report

November 17, 2016

2017 Annual Planning Report

District Name

This report is for the Fashion District Business Improvement District (the District). The District is operated by the Downtown Los Angeles Property Owners Association, a private non-profit organization.

Fiscal Year of Report

This report applies to the 2017 Fiscal year (the 4th year of the current BID duration period). The District's Board of Directors reviewed and approved the 2017 Annual Planning Report at the November 17, 2016 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2017.

Benefit Zones

The District has nine (9) benefit zones and two (2) overlay sub-zones. For 2017 there will be no changes to the District's benefit zones.

2017 Improvements, Activities and Services

Clean and Safe (Zones 1-9): \$3,016,170 (66%)

Clean Program

The following summarized services are planned to be provided: sidewalk and gutter litter sweeping, trash pickup and removal from the district, sidewalk cleaning, graffiti and handbill removal, landscape service.

Safe Program

The following summarized services are planned to be provided: day-time patrolling bicycle personnel and nighttime vehicle patrol, welfare checks, location checks, citizen assists, plus others. The purpose of the Safe Program is to deter and report illegal activities taking place on the streets, sidewalks, storefronts, parking lots and alleys. The presence of the Safe Team personnel is intended to deter such illegal activities as public urination, indecent exposure, trespassing, drinking in public, prostitution, illegal panhandling, illegal vending, and illegal dumping. The Program will supplement, not replace, other ongoing police patrol efforts within the District. The Safe Team will maintain communication with the Los Angeles Police Department (LAPD) area patrols and intends to report illegal activities to the LAPD.

Communication (Zones 1-9): \$402,650 (9%)**Communication and Special Projects Programs**

The following summarized services are planned to be provided: business survey to update website directory, pedestrian count, consumer data and market strategy, economic development, space activation, destination marketing, public and media relations, district stakeholder communications, weekly e-newsletter, quarterly newsletter, website, holiday campaign, social media outreach.

Management/City Fees and Delinquent Assessments (Zones 1-9): \$487,795 (11%)**Management**

The improvements and activities of the District are managed by a professional staff that requires centralized management support. Management staff oversees the District's services which are delivered seven days a week. Management staff actively works on behalf of the District parcels to insure that City and County services and policies support the District. Included in this item are the cost to conduct a yearly financial audit and insurance.

City Fees

The City of Los Angeles charges the District 1% of the annual billed assessments to collect and process the assessments.

Delinquent Assessments

The District establishes a reserve for delinquent assessments based on prior collection experience.

Depreciation

The cost of capital equipment is depreciated over the estimated useful lives of the equipment. These funds accumulate into an equipment replacement reserve.

BID Renewal

The BID Renewal process will be started in 2017.

Santee Alley Overlays (Zones 1A-1B): \$691,581 (15%)**North Alley Overlay (Zone 1A)**

In addition to the clean, safe and communication services provided to each individually assessed parcel, the Santee Alley property owners defined as Overlay 1A are provided additional clean, safe and communication services paid through an additional assessment in that zone. Santee Alley is unique from other areas in the district because it has the highest pedestrian volumes in the district and requires more services. The budget for Overlay 1A is \$341,883. Parcels that are within Overlay 1A are also in Zone One and will pay both the Zone One and the Zone 1A assessments.

South Alley Overlay (Zone 1B)

In addition to the clean, safe and communication services provided to each individually assessed parcel, the Santee Alley property owners defined as Overlay 1B are provided additional clean, safe and communication services paid through an additional assessment in that zone. Santee Alley is unique from other areas in the district because it has the highest pedestrian volumes in the district and requires more services. The budget for Overlay 1B is \$349,698. Parcels that are within Overlay 1B are also in Zone One and will pay both the Zone One and the Zone 1B assessments.

Total Estimate of Cost for 2017

A breakdown of the total estimated 2017 budget is attached to this report as **Appendix A**.

Method and Basis of Levying the Assessments

The basis of levying the proposed Fashion District BID's 2017 assessments is unchanged from 2016 and is based on nine (9) benefit zones with two (2) overlay subzones each with differing rates depending on the type and frequency of special benefit services provided in that zone. Assessments variables are composed of street front footage, lot square footage, building square footage, plus Alley front footage in the two subzones of Zone1: North Santee Alley Zone 1A and South Santee Alley Zone 1B. The Management District Plan allows for a maximum annual assessment increase of 4% for all areas except the Santee Alley sub-zones which allows for a maximum annual assessment increase of 8%. The Board of Directors voted for an increase of 4% for all benefit zones for 2017. The property owners of North Santee Alley Zone 1A voted for a 3% increase. The property owners of South Santee Alley Zone 1B voted for an 8% increase.

Fashion District 2017 Assessment Rates:									
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Front Linear Footage	\$5.033	\$4.107	\$2.746	\$8.073	\$2.424	\$1.230	\$1.056	\$4.651	\$6.216
Lot Square Footage	\$0.235	\$0.191	\$0.109	\$0.366	\$0.094	\$0.056	\$0.042	\$0.188	\$0.262
Building Square Footage	\$0.024	\$0.018	\$0.033	\$0.005	\$0.014	\$0.037	\$0.069	\$0.032	\$0.040
North Alley Overlay (Zone 1A)	\$308.749								
South Alley Overlay (Zone 1B)	\$258.458								
* Based on Alley Front Linear Footage									

The Fashion District's 2017 total assessment is \$3,885,865.35.

Surplus Revenues

At the end of 2016, the District will have an estimated \$444,226 of surplus revenue that will be rolled over into the 2017 budget. The District Board of Directors authorized this rollover at the November 17th, 2016 Board of Director's meeting. The reason for this significant surplus is that over the years the BID has generally spent less than budgeted in order to reserve funds needed to cover non-paying assessments, capital equipment replacement and BID Renewal. The BID is projecting to use up the majority of its surplus revenues by end of 2018, the last year of the current BID period.

At the end of 2016, the Santee Alley Overlays will have an estimated \$56,104 (North Alley) and \$35,858 (South Alley) of surplus revenue that will be rolled over into the 2017 budget. The Santee Alley Overlays property owners authorized these rollovers at their November 15th, 2016 meeting.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2017.

Contributions from Sources other than assessments:

For 2017 the District projects to collect the following.

Other Revenues:	
Interest and Penalties from County and City	10,000
Interest Income (Investments)	6,000
Service Revenue (Broadway St. Plazas)	39,851
Merchants Trash Pick-Up Revenue	10,000
Other Revenue (Sponsorships / Website Advertising / Other)	16,300
Grants	5,000
Total	87,151
General Benefit Funds*	88,991
(*) 2017 Billed assessments were reduced \$88,991 or 2.42% for the estimated	
General Benefit Component within the Service Programs.	

Fashion District Business Improvement District
2017 Annual Report
2017 Fiscal Year Activities Budget

Anticipated Assessment Revenues and Program Expenditures

2017 BID Assessments (excl. Overlays)	\$ 3,299,759
2017 North Alley Overlay Assessments	278,801
2017 South Alley Overlay Assessments	307,306
2017 Non- Assessment Contributions	87,151
Special Benefit Funds	88,991
2016 Surplus Carry-over Funds (BID)	444,226
2016 Surplus Carry-over Funds (N. Alley)	56,104
2016 Surplus Carry-over Funds (S. Alley)	35,858
2017 Total Est'd Revenues	\$ 4,598,196

Expenditures Budget Categories	% of 2017 Budget	2017 Budget	2017 Budget per 5-year Mgt Dist Plan	% of Mgt Dist Plan Budget
<u>Clean & Safe (Zones 1-9)</u>				
Clean Programs	38%	\$ 1,733,950		
Safe Programs	28%	1,282,220		
Sub-Total	66%	3,016,170	\$ 3,102,014	66%
<u>Communication (Zones 1-9)</u>				
Communication	6%	254,550		
Special Projects	3%	148,100		
Sub-Total	9%	402,650	410,148	9%
<u>Mgt/City Fees/Del. Asmnts (Zones 1-9)</u>				
Management	5%	239,895		
City Fees/Delinquent Asmnts/Depr	4%	197,900		
BID Renewal	1%	50,000		
Sub-Total	11%	487,795	504,502	11%
<u>Santee Alleys (Zones 1A-1B)</u>				
North Alley Overlay (Zone 1A)	7%	341,883		
South Alley Overlay (Zone 1B)	8%	349,698		
Sub-Total	15%	691,581	703,373	15%
2017 Total Est'd Expenditures	100%	\$ 4,598,196	\$ 4,720,037	100%



October 3, 2016

Rena Leddy
Executive Director
Downtown Property Owners Association

Re: BID Renewal 2017/2018

Thank you for your interest in Urban Place Consulting Group and our consulting services. At your request we have developed the following proposal for BID renewal consulting services. The budget defined in this proposal is based upon DPOA staff assuming responsibility for the majority of the database development and property owner communications, including managing both the petition and ballot drives.

Urban Place Consulting will be primarily responsible for the following areas:

- Attending/Facilitating Steering Committee Meetings
- Refining BID budget for inclusion in the Management Plan
- Refining property database for management plan and engineers report purposes
- Refining Assessment Methodology and developing assessment methodology options.
- Analyzing current benefit zones and making recommendations for changes
- Creating a multi-year Management Plan and Engineers Report
- Obtaining City Clerk approval of Management Plan and Engineer's Report.
- Testifying at Council committee meetings and Council meetings as necessary.

The total budget for the above services for the development of a management plan and engineer's report is \$55,712.20 which includes \$49,220 of consultant labor, \$6000 of sub-consultant, engineer labor and an administrative budget of \$492.20. The proposed budget is further detailed in the attached labor matrix. The budget is also based on ten steering committee meetings. If fewer meetings or more meetings are necessary, add or subtract at the rate of \$700 per meeting if two members of Urban Place attend.



Because of our extensive experience working with the Fashion District we have been able to lower the cost of our renewal consulting services. The proposed cost is \$7657 less, 12% less, than our 2012 contract for similar services. If this meets with your approval, we will forward a contract that reflects this proposal and defines the relationship between Urban Place Consulting Group and the Downtown Property Owners Association. We look forward to working with you and your staff to successfully renew the Fashion District BID.

Sincerely,

Steve Gibson
President

Fashion District Renewal

Attachment 4
Consultant Compensation

TASK					
	Steve Gibson		Project Assistants		
	Hours	Rate	Hours	Rate	Total
		\$ 215		\$125	
Plan Development					
Steering Committee 10 Meetings (includes preparation)	25	\$ 5,375	20	\$2,500	\$ 7,875
Individual Property Owner Meetings	8	\$ 1,720		\$0	\$ 1,720
Budget refinement for management plan	8	\$ 1,720	2	\$250	\$ 1,970
Database/assessment for engineering	4	\$ 860	10	\$1,250	\$ 2,110
Assessment Methodology & Zone Realignment	20	\$ 4,300	16	\$2,000	\$ 6,300
Draft Management Plan	40	\$ 8,600	20	\$2,500	\$ 11,100
Final Management Plan	30	\$ 6,450	20	\$2,500	\$ 8,950
Engineer Documents	<u>6</u>	<u>\$ 1,290</u>	<u>2</u>	<u>\$250</u>	<u>\$ 1,540</u>
Total Plan Development	141	\$ 30,315	90	\$11,250	\$ 41,565
Petition Drive/Ballot Drive					
City Clerk Approval	12	\$ 2,580	10	\$1,250	\$ 3,830
Develop Petition & Ballot Documents	1	\$ 215	8	\$1,000	\$ 1,215
Petition Drive Meetings	0	\$ -	5	\$625	\$ 625
Ballot Drive	<u>0</u>	<u>\$ -</u>	<u>5</u>	<u>\$625</u>	<u>\$ 625</u>
Total Petition Drive	1	\$ 2,795	28	\$3,500	\$ 6,295
City Process					
Council Committee Hearings	2	\$ 430	2	\$250	\$ 680
Council Hearings	<u>2</u>	<u>\$ 430</u>	<u>2</u>	<u>\$250</u>	<u>\$ 680</u>
Total City Process	4	860	4	\$500	1,360
Total Consultant Labor		\$ 49,220.00			
Total Engineer Sub Consultant		\$ 6,000.00			
Office & Administrative Budget (1% of labor fees)		\$ 492.20			
Total Project Budget		\$ 55,712.20			

DRAFT

November 11, 2016

Ms. Maya Zaitzevksy
Zoning Administrator
Los Angeles Department of City Planning
Office of Zoning Administration, 7th Floor
200 North Spring Street
Los Angeles, California 90012

Via: maya.zaitzevsky@lacity.org

RE: Planning Case #: ZA-

Dear Ms.Zaitzevksy,

On behalf of the LA Fashion District, we urge the Zoning Commission to approve Planning Case # ZA-XXX. The LA Fashion District business improvement district (BID) is a non-profit organization that represents 4000+ businesses and 700+ property owners. It provides cleaning and security services for the 100 block district. The LA Fashion District BID provides 24 hour security patrol in the area. Our Security Patrol is well-regarded by the community and LAPD and will enhance the security at City Market.

The Hoxton Hotel project is a transformative project for the district. It will create a more vibrant neighborhood and a mix of uses that will add to the area.

Please consider supporting this project. Hoxton Hotel will bring changes to the area that will link historic downtown, South Park and the Fashion District.

Sincerely,

Rena Leddy
Executive Director

DRAFT**Project Manager/Assistant to the Executive Director**

Salary \$50,000+ benefits ---Full-time

General Qualifications

This position requires an experienced, versatile, organized, detail-oriented project manager with excellent interpersonal and team building skills. The individual assists the Executive Director with the coordination and accomplishment of all organizational objectives. The Project Manager is required to create or systematize administrative functions needed to operate the organization efficiently. The Project Manager must be able to manage administrative duties, independent contractors and special projects in an entrepreneurial, fast paced, dead-line driven environment moving several projects forward simultaneously.

Excellent oral, written skills and diplomatic/protocol skills. Undergraduate degree required.

Work Objectives

The Program Manager assists the Executive Director with the administrative aspects of the BID and coordinates special projects as assigned. These include but are not limited to:

Administration and Management

- Facilities, equipment and supplies management.
- Management of organization legal documents, files, lists and databases.
- Direct supervision of clerical/administrative personnel
- Prepare materials, packets and presentations for Executive Director's meetings, committees, off-site and staff meetings
- Organize the logistics of board meetings and other key internal meetings
- Organize and arrange venues for all other meetings requested by the Executive Director
- Work with the Executive Director and Marketing Director on Property Owner Annual Meeting

Project Management

- Coordinate internal resources and third parties/vendors for execution of projects
- Develop and implement detailed project plans
- Research and work with the Executive Director to create, develop and design new programs or enhance existing programs
- Research new funding mechanisms
- Work with Executive Director, Board, Committee and Consultant on BID Renewal
- Coordinate the BID Board Election annually

Corporate Communications

- Conduct property owner inquiries and assessment question research, coordinate same with City.
- Monitor/receive and resolve customer service complaints, requests and/or suggestions.
- Prepare or coordinate review of all corporate correspondence as required.
- Coordinate Board of Director's agendas, meetings, minutes and correspondence.
- Attend Board meetings, record and write minutes.

General

- Assist the Executive Director with organizational administration on a daily basis
- Be friendly and personable while managing heavy communications and calendar scheduling (requiring interaction with both internal and external executives and assistants, as well as consultants, clients, co-workers and the general public) to coordinate various complex meetings
- Prioritize and manage multiple projects simultaneously and follow through on issues in a timely manner
- Lead short-term projects and initiatives as requested by the Executive Director
- Respect the need for confidentiality and sensitivity of information
- Have a proven ability to exercise good judgment in recognizing the scope of authority
- Assist the Executive Director with all other related assigned tasks
- Work with the Executive Director to manage calendar and schedule (board meetings, stakeholder meetings, conferences, etc.
- Attend various meetings on behalf of the organization

Qualifications

- Ability to compose and edit written materials
- Ability to work easily and effectively with a wide range of people
- Able to manage multiple projects and responsibilities at once; ability to meet deadlines
- Ability to be flexible and exercise sound judgment
- Ability to work flexible hours and on weekends as needed
- Possesses time/organization/stress management skills
- A responsible attitude to all aspects of the work
- Kind attitude towards guests
- Possesses cultural awareness and sensitivity
- Demonstrates solid work ethics

Position Title

Receptionist

Position Summary

The Receptionist position is responsible for answering and routing incoming calls, taking accurate messages for LA Fashion District Staff, and providing basic information to guests of the LA Fashion District. The overall goal of the position is to assist and support office management with front-line contact with the public, vendors, and property owners.

This is a part-time position Monday through Friday from 10:00 am to 3:00 pm. – 25 hours

Essential Tasks and Responsibilities (in order of importance)***General Duties***

- Point of contact for public, vendors, and property owners: answering multi-line phone & directing calls appropriately, greeting & providing visitors with Fashion District information, notifies appropriate parties when guest are waiting
- Maintain office equipment in excellent working order: repairing basic problems (i.e. paper jams, changing toner), and calling service vendors for repairs as needed. Equipment includes: photocopier, scanner, phone, fax, and postage meter.
- Ensure professional appearance of common areas including reception, conference room, and break room.
- Receive and distribute office mail and deliveries.
- Answer questions and provide information about the district via phone, email, and website.
- Light administrative work
- Assist all staff and management where needed and any other tasks assigned by the Executive Director relevant to achieving the objectives and purpose of the position.

Position Specifications

Education: High school diploma or equivalent.

Knowledge and Skills:

- Must have excellent customer service skills and the ability to work with a diverse cross section of people.
- Must be able to adapt to changing priorities while continuing to facilitate daily activities.
- Must be able to work effectively as part of a team and independently.
- Must have good verbal and written communications skills.
- Must be reliable, flexible, and well organized.
- Must be proficient in Microsoft Office Suite & Outlook, and knowledge of WordPress software is an asset.

Other:

- \$15-16 per hour
- Paid parking or Metro Pass (or equivalent)
- Part-time position for parent, student, supplemental income, veteran